

TruSelf™

Creation Course

Home of the TruSelf™ Methodology



FIND YOUR TRUTH. REDEFINE SUCCESS. CREATE YOUR LEGACY.



About Us

Live Your Mark was founded in 2004 by Kelvin Lim, the first ICF Master Certified Coach in Southeast Asia, with a single conviction: the change most people are looking for exists at a level most approaches never reach.

A direct student of Thomas J Leonard, the founding father of professional coaching and founder of the ICF, Kelvin spent decades learning from masters across psychology, somatics, behavioural science, and human development. That lineage, combined with twenty-two years of sitting across from more than 20,000 people, became the **TruSelf™ methodology**, a proprietary synthesis of fifteen schools of thought built to surface what actually runs human behaviour beneath the level of conscious decision-making.

Today, Live Your Mark is one of Southeast Asia's most established personal development organisations. Thousands of people across every background and level of achievement have come through LYM programs and left with something no external success had given them: a real understanding of what has been running their life, and what becomes possible when that changes.

The TruSelf™ Creation Course is the next step on that journey.



THE TRUSELF™ HUMAN EVOLUTION MAP

BODY WORK & INTEGRATION LABS
TruSelf™ Bodywork Programs
(Physical, Intellectual, Emotional, Instinctive)

Stage 1A: DISCOVER YOUR MAP
TruSelf™ Summit

STAGE 1B: COME BACK TO YOURSELF
TruSelf™ Creation Course (TCC)

STAGE 2: DIVE INTO DEPTH & CYCLES
DeepWork

LIVE
YOUR
MARK.

STAGE 3: FIND THE CORE OF WHO YOU ARE
CoreSelf

STAGE 4: PATHWAYS OF CONSCIOUSNESS
Rebirth, Shadow Work,
Principles of Love & Relationships

BEFORE YOU GO ANY FURTHER

Think of something that keeps showing up in your life.

The relationship that hits the same wall?

The career move you keep almost making?

The version of yourself you keep returning to, no matter how hard you try to leave it behind?

Something that repeats — no matter how much you understand it or try to change it

Got it?

Now ask yourself: if you already know it's there, why is it still happening?



MEET MARCUS

CAREER

He was passed over again. As a mid-level, by-the-book manager at a Fortune 500 company, Marcus watched less experienced colleagues get promoted while he stayed invisible. He just can't understand why and what else he has to do to be seen.

RELATIONSHIPS

He thought he was showing up. His partner said he was emotionally unavailable. His team said he was hard to read. He just thought he was being professional. He has tried communicating better, reading books, doing things differently, but nothing seems to change.

IDENTITY

On paper Marcus has done everything right. Good career. Respected. Stable. He checks every box. He keeps achieving things and waiting to feel like they mean something. The feeling never quite arrives. It's never enough. And he doesn't know what he's doing all of this for anymore.

Three completely different situations. Three completely different explanations. Or are they?

Different doors. Same room. Every time.

THAT'S NOT BAD LUCK. **THAT'S A SCRIPT.**

Now that you have the map — here's how you use it.

The TruSelf™ Summit gave you something most people spend their whole lives without. Your patterns named. Your scripts mapped. The invisible finally visible.

Maybe one area of your life started to move. But look at the other areas. The same ceiling at work. The same distance in another relationship. The same restlessness that the Summit named but hasn't fully moved yet.

The exits are finally visible. And yet the distance to some of them stays the same, despite seeing what's holding you back.

WITHOUT THE MAP



Trying different paths. Hitting walls. No way to know which way to go. Resigned to "Ok it's like that, I'll just try harder."

WITH YOUR TRUSELF™ REPORT



You know exactly what's holding you back. Where to go next. Possibilities of what you truly want in life to achieve opens up.

For those who have read the books, gone for therapy, courses — and still find themselves in the similar situations that you can't seem to get out from — the next few pages show why.

And how TCC works differently from all of them.

The Myth of Change

Why nothing changed. Even when you knew.

Most people believe change works like this:



If change were simply a matter of effort, we'd all be living our best lives now. **Most people aren't stuck from lack of trying. They're stuck from trying harder at the wrong level.**

More books. More therapy. More insight. Have the realizations.
More effort poured into the same approach.



Things do shift. Insights create real movement. Some patterns loosen. But most people who have done the work reach a point that sounds something like this:

**"I know exactly what my trigger is. I know where it came from.
I've understood this pattern for years."**

And then the trigger fires anyway...

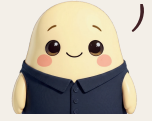
Because there's a layer beneath that awareness rarely reaches. That layer doesn't respond to insight.

This Is What's Actually Running.

Even after you've seen it. Even after you've named it.

Remember me?

Remember Marcus?



Marcus knows his pattern. No matter how hard he tries, how much he delivers, how present he shows up, he keeps ending up invisible in the rooms that matter most. He just couldn't understand why.

But, the Summit showed him why – something deeper. The script running underneath that was perpetuating these issues he was facing in different areas of his life.

THE SCRIPT THAT SURFACED FOR HIM AT THE TRUSELF™ SUMMIT

"If I give my all and it's still not enough – then I was never enough to begin with."

He'd never said those words out loud before. But the moment he read them in his report – he knew they were true.

So he never gives his all (without his knowing).

Never fully steps forward at work. Never fully shows up in relationships. Never fully claims the life he's built. Always something held back. Always a reason it didn't work that isn't him.

The question he's been running from his whole life never gets answered.

"AM I ENOUGH?"

A Script Is Not Just A Thought.

It's a structure running across every layer of who you are.

A script doesn't announce itself in words. It shows up in what you do. And it runs deeper than the mind can reach.

This is why awareness alone is never enough. You can understand your script completely. Name it. Trace it back to where it started. But your other bodies will keep running it – because understanding only reaches one of them. The intellectual body gets the memo. **The other three never do.**

HOW MARCUS' SCRIPT RUNS ACROSS HIS SYSTEM

INTELLECTUAL

"I'm only safe when I put on a social mask to perform. Putting myself out there and full visibility means full judgment."

EMOTIONAL

The moment someone questions his work, a familiar dread fires. He gets reactive. The feeling that he has failed at something much more fundamental than the task at hand.

SOMATIC

His jaw tightens in meetings, he gets hot when he gets feedback. His body responds before he's consciously decided anything and he's so used to it he stopped noticing.

INSTINCTIVE

He agrees when he should push back. He goes quiet when he should speak up. He works twice as hard to prove himself. None of it feels like a choice – "It's just him".



Think of the script as a four-legged table. Each body is one leg holding the structure up. Change one leg: awareness, insight, a new mindset, and the other three still keep the table standing. The structure doesn't fall. The script keeps running.

THE QUIET DECISION

Somewhere along the way Marcus made a decision. Not in words. Not consciously. Just a conclusion that settled in him:

Trying his best and still not being enough is a risk not worth taking again.

This is where TCC begins.

By the time most people arrive at TCC, they already know what their patterns are. They know they procrastinate. They know they overthink. They know they struggle with boundaries. They know they keep repeating the relationship dynamics. They know they struggle with Imposter syndrome.

The question is no longer: "What is happening?"

The question is: "Why does it keep happening even when I know?"
Because a script is not just a thought. It is a structure held in place across multiple parts of the system.

TCC is the only program that works across the whole system. Not simply to understand the script. But to resolve the structures that keep recreating it.

ABOUT OUR TRUSELF™ METHODOLOGY

Our TruSelf™ methodology works across the full complexity of the human system, helping participants identify what is running beneath awareness, experience it directly, and begin creating new possibilities beyond it.

Over three decades Kelvin Lim — the first ICF Master Certified Coach in Southeast Asia and Singapore Book of Records holder for 522 coaching clients in a single month — studied and trained directly under some of the most influential masters in human development and transformation.

A proprietary synthesis built to reach what most approaches never touch. Working not just with what you think. But with how you feel, how your body responds, how your survival system operates, and what runs beneath all of it.

The four bodies are how we illustrate it. TruSelf™ goes much deeper.

***Most methodologies are built from one school of thought.
TruSelf™ was built from fifteen.***

Built for the Whole Person.

Most approaches reach one layer. The TruSelf™ Methodology is designed to work across the full complexity of who you are.

GUIDED PROCESSES

Some patterns cannot be reached through conversation alone. Guided processes create structured experiences that bypass the familiar narratives of the conscious mind — surfacing what has remained hidden beneath years of thinking about the pattern. Participants regularly discover emotional truths they have understood intellectually for years but never fully experienced until now.

RELATIONAL FIELD WORK

There is a level of self-knowledge that cannot be reached alone. The script doesn't just live in your thoughts. It lives in how you show up with others. Who you become when someone challenges you. The approval you seek without realising, and so on. In TCC, the dynamics becomes the mirror that makes them visible. The way you show up is the same way you show up everywhere else. This is where the most unexpected breakthroughs happen.

SOMATIC RELEASE

You've felt it before. The tension that shows up before an important meeting. The tightness when someone criticises your work. The heaviness that sits in your chest after a difficult conversation. That's not stress. That's the script living in your body. Most approaches only work with what you think. TCC goes into what you feel physically, using our proprietary body-based processes to release patterns that the mind alone was never going to shift. Think of it as the missing piece of every insight you've ever had.

PRECISION COACHING

Most coaching gives you frameworks. Strategies. A better way to think about the problem. Kelvin works differently. With over 20,000 people across three decades — and direct training under the founders of the fields that shaped modern human development — he has developed a rare ability to see precisely what is running beneath the surface of a person's life. Not just what they present. What is actually operating underneath. In TCC he works directly from your specific scripts, blocks and developmental coordinates.

What Others Walked Out With.

In my corporate career, I was stuck in a relentless pursuit of prestige, working late nights and early mornings, only to find myself drowning in burnout. Life crumbled around me, leaving me feeling helpless and scared to succumb to a mental breakdown. That's when I took a leap and enrolled in the TruSelf Creation Course (TCC).

Through TCC, I discovered an internal world of emotions (that I was completely disconnected to) and experiences that needed healing. I connected with my inner self, learned the power of self-acceptance, and forgave myself. This newfound emotional intelligence transformed my life. Remarkably, just a week after completing TCC, I stumbled upon a fulfilling new career opportunity that felt like destiny.

Today, I lead a vibrant and fulfilling life that once seemed out of reach. I wholeheartedly recommend TCC; it's a program that heals and empowers, unlocking our inner potential to create a better world around us.

Berto, Principal Scientist

I've worked in family business for 9 years, thinking that marriage and a stable business would bring happiness, but I still felt something missing. I've experienced frustration, outbursts of anger, and tears, feeling misunderstood and unable to express myself.

During the program, I realized I had become a resigned person due to suppressing my feelings for years. I had always wanted to share things with my dad but never felt he'd listen. I also learned that I had lost my identity in the process of seeking my dad's attention growing up. In the program, I took courage to share my true feelings with him, relieving emotional baggage.

After the program, I started doing things for myself, like exploring emceeing and hosting a run with 5k participants. My relationship with my dad improved, and we communicate and express love better. I asked him to cook my favorite noodles, and I saw him smile, making me feel our communication was received and complete.

Cynthia Lim, Business Owner

Ready To Work Your Map?

PROGRAM	TruSelf™ Creation Course (TCC)
DATES	25 th to 27 th September, Friday to Sunday, 9am to 9pm
LOCATION	Live Your Mark @ Oxley BizHub
INVESTMENT	S\$2,880

What is included:

- Your updated **TruSelf™ Map**: a personalised assessment of where you are now and what's ready to be worked after the Summit
- The tools to identify your patterns and scripts for further work
- Your own curated developmental map built from the work across the 3 days, charting where you've started and what's opening up
- 3 full days exclusively with Kelvin Lim, live and in-person
- Access to the LYM community and ongoing support network

Remember Marcus?



It's me again!

Marcus is a fictional character. But his story isn't. Every pattern Marcus carried, every script that ran him – we have seen this walk through our doors thousands of times. Different industries. Different relationships. Different decades of life. The details change. The machine underneath stays remarkably consistent. TCC was the first time he understood why he had been running – and what he found out changed everything.

Your version of his story is waiting to be worked.

The TruSelf™ Journey

Every program in the TruSelf™ pathway builds on the one before it. Each one going deeper. Each one making the next possible- to find a way back to Yourself.

TruSelf™ Summit – See the Map

You enter with a life that has patterns you can feel but cannot fully name. You leave with your first clear view of the terrain — the scripts, the loops, the places you keep ending up. For the first time the invisible becomes visible.

TruSelf™ Creation Course – Work the Map

You can see the scripts now. TCC is where you go into them. Where what's been frozen finally gets to move. Where the machine that has been deciding your direction begins to change. You leave with more directions available than you've ever had before.

DeepWork – Find what built the map

Moving more freely now, you begin to sense something deeper. The walls that have been defining your life were self-imposed, built from decisions made long ago in moments of pain. DeepWork goes after what built them. The wounds. The unmet needs. The vows made in pain that have been quietly constructing your reality ever since.

CoreSelf – Live from who you actually are

Enough has been resolved. Enough walls have come down. The question shifts entirely — not who have I been, but who am I now that these things are no longer running me? What do I actually want? What am I capable of building when the foundation can finally support it? CoreSelf is that question lived out loud. For the first time in your life, you begin to hear yourself. Not the script. Not the machine. Not the version of you built for survival. **You.**



KELVIN LIM

ICF-MCC, Founder of Live Your Mark.

2005

First ICF-MCC in
Southeast Asia

522

Coaching Clients
in a Month -
Singapore Book
of Records

20,000+

Lives transformed
through his
hands

50%+

Singapore's
MCCs started
their training with
him

Kelvin is one of the founding architects of professional coaching in Asia. A direct student of Thomas J Leonard, the founding father of the ICF, he has spent twenty-two years sitting across from more than 20,000 people — billionaires, C-suite executives, entrepreneurs, and people who simply knew something in their life needed to change. The TruSelf™ methodology is the practical result of more pattern recognition than almost anyone in the world has accumulated, distilled into the programs and frameworks that have transformed thousands of lives across Southeast Asia.

He typically leads advanced and senior-level programs. The TruSelf™ Creation Course is one of the rare occasions he works directly with people at the start of this journey. If you have been waiting for the right entry point, this is it.

THE LEADER OF THE PROGRAM



JULIA NG

ICF Professional Certified Coach (PCC)

Lead Trainer at Live Your Mark & ECI Coaching

Coaching and training since 2003, Julia has spent over 10,000 hours making a difference to others through her coaching and coach training programs, workshops, talks, and personal coaching sessions.

Prior to her coaching career, Julia was a sought-after brand strategist and design consultant, holding key roles in internationally renowned firms across the USA, Australia, and Singapore. In her management positions she successfully mentored and inspired members of creative teams in creating vision, strategy, award-winning results and personal growth, once earning her six promotions in four years.

Julia's vast coaching experience makes her a versatile coach, employing approaches that are best suited for her clients' development and success. Her transformational coaching programs empower clients to seize opportunities, leading to sustainable transformation and enhanced performance. Clients benefit from improved relationships, fulfilling careers, increased efficiency, and vitality under Julia's guidance.

Julia brings a no-nonsense, direct style peppered with candor and wisdom to her leading and coaching. She has been featured in the media including various lifestyle magazines and News 938Live.



Ready to make a difference?

Action Steps

1

Complete the TruSelf™ Summit. It's the prerequisite and the beginning of everything that follows in TruSelf™ Creation Course (TCC).

2

Schedule a call with us as we guide you through the process of understanding the program and answer any questions you may have.

3

Check the program schedule with us for the year and register for the intake based on your availability!

"THE JOURNEY TO YOUR TRUSELF™ BEGINS WHEN YOU DARE TO SEE YOURSELF CLEARLY—NOT AS THE WORLD DEFINES YOU, BUT AS YOU TRULY ARE. IN THAT CLARITY LIES THE POWER TO TRANSFORM YOUR LIFE."

Welcome to the Oasis!

WayFinders' Table

A monthly gathering for those on the TruSelf™ journey. Real, conversations, with experienced facilitators and curated activities to deepen and unpack your learnings in programs. Open to public!



Leaders' Talk

Intimate sessions where our Live Your Mark and Executive Coach International leaders and change-makers share what the inner journey has opened up in their outer world. Catch leaders like Kelvin, Julia & more in this series. For free, and exclusive access to LYM members.



Members' Only Gatherings & Pro-Bono Coaching Sessions

Once every quarter, Executive Coach International – sister company of Live Your Mark – opens its doors to the public. Access ICF and ECI-trained coaches on a pro-bono basis, get coached on what matters most, and contribute to a charitable cause at the same time. Free. Open to all.



Three days to finally meet yourself.

Beneath the patterns.

Beneath the reactions.

Beneath the stories you've spent years believing.

For three days, you'll work with the structures that have quietly shaped your life from below the surface.

Not to become someone new.

But to uncover what has always been there.

The deeper you go, the higher you rise.

Welcome home.

**Your seat is waiting. The question is:
Are you finally ready to take it?**

Try out this 2-min quiz
to get a sense of your
scripts

Commit to the life
you've been deferring.
Secure your seat.



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